

Language and Multicultural Marketing Communications

PROGRAM OUTLINE

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Instructions:

Complete the worksheet for a possible computer literacy activity and the library. Use your best knowledge about the group (Target Audience) you have chosen, based on the information you gathered previously on Webinar #2 or your knowledge about the potential Latino patrons in your area of service.

After the assignment is complete, please write a short paragraph (200 words) about your experience making these decisions. We will comment them in class.

Thanks!

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